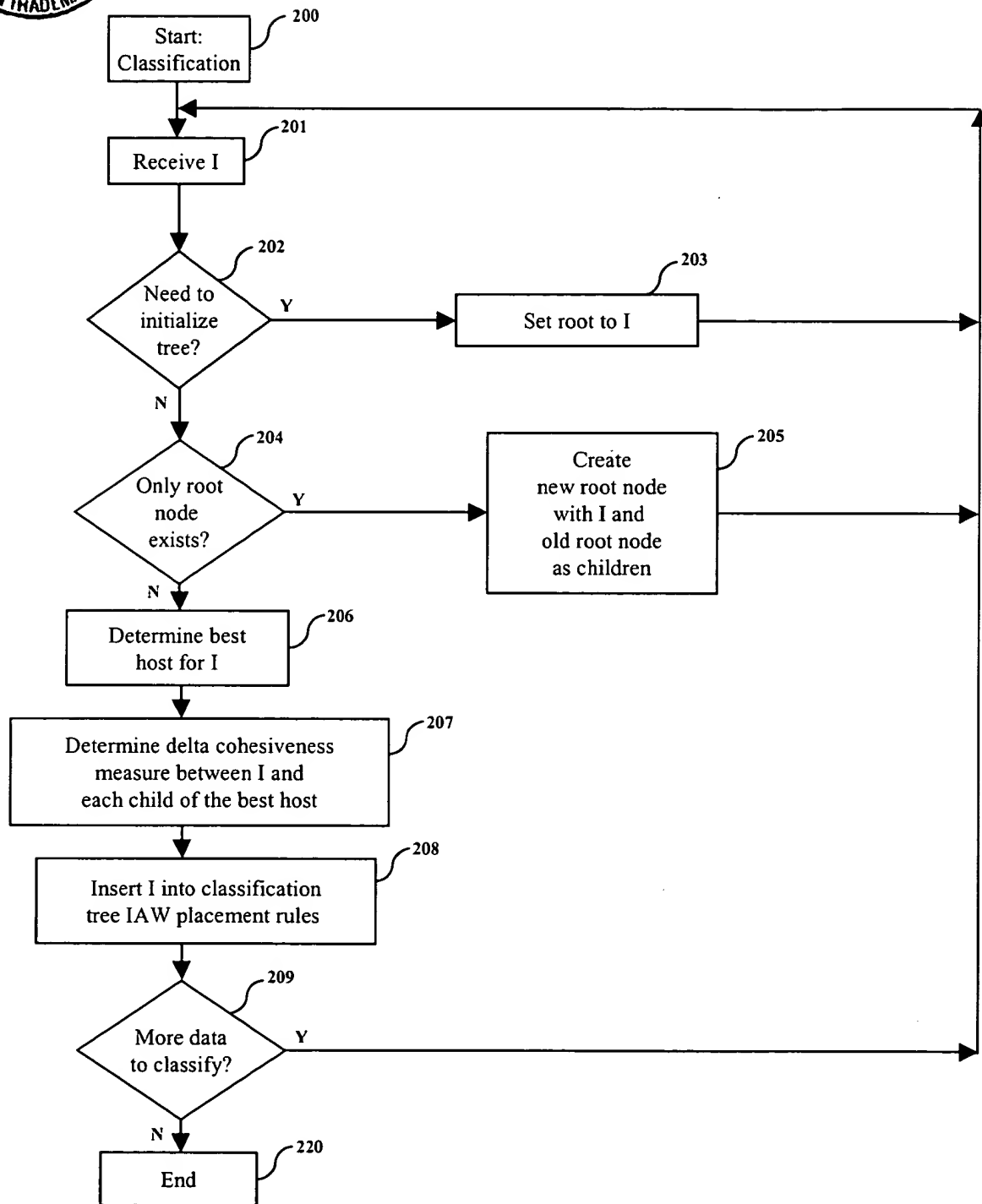
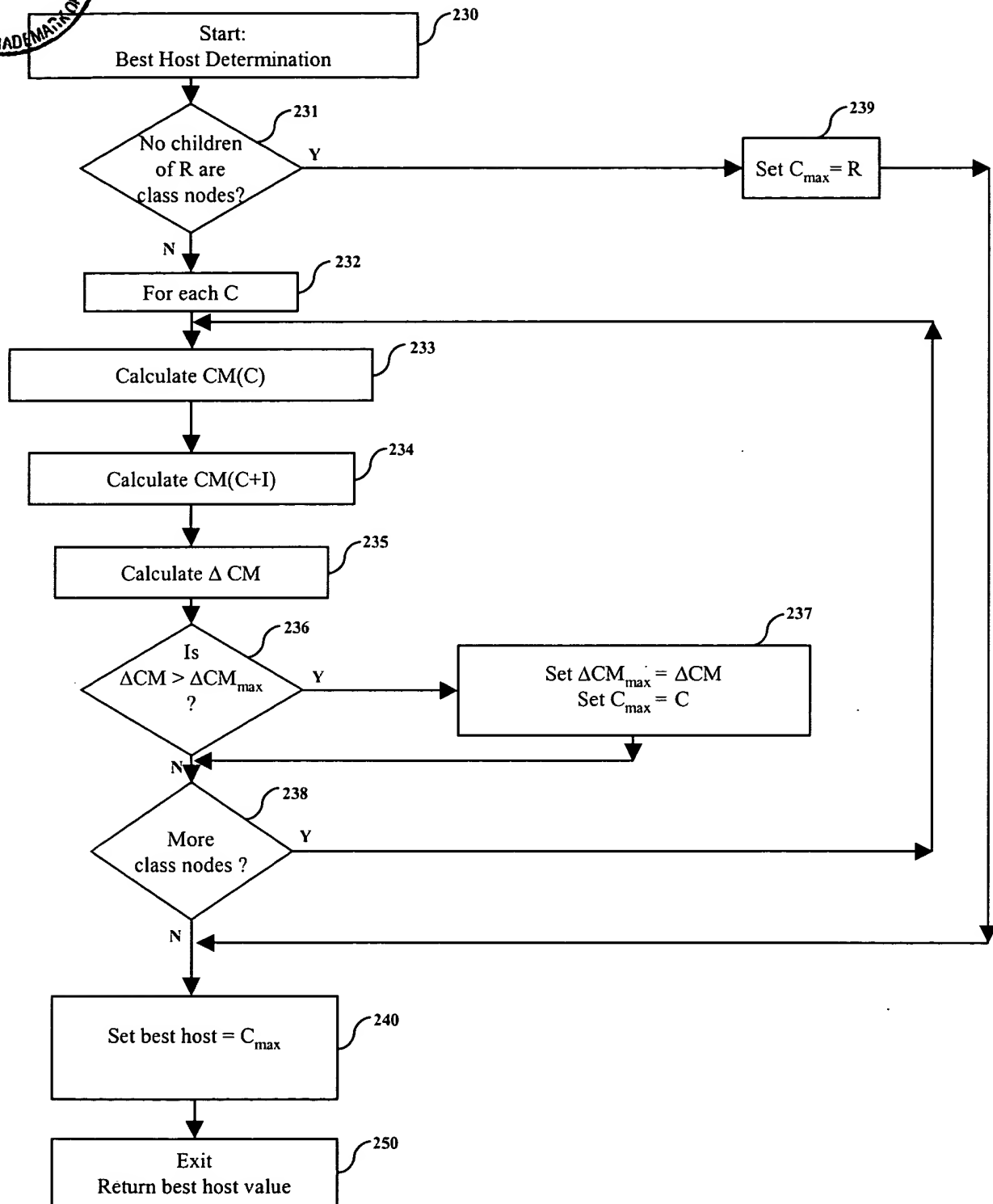


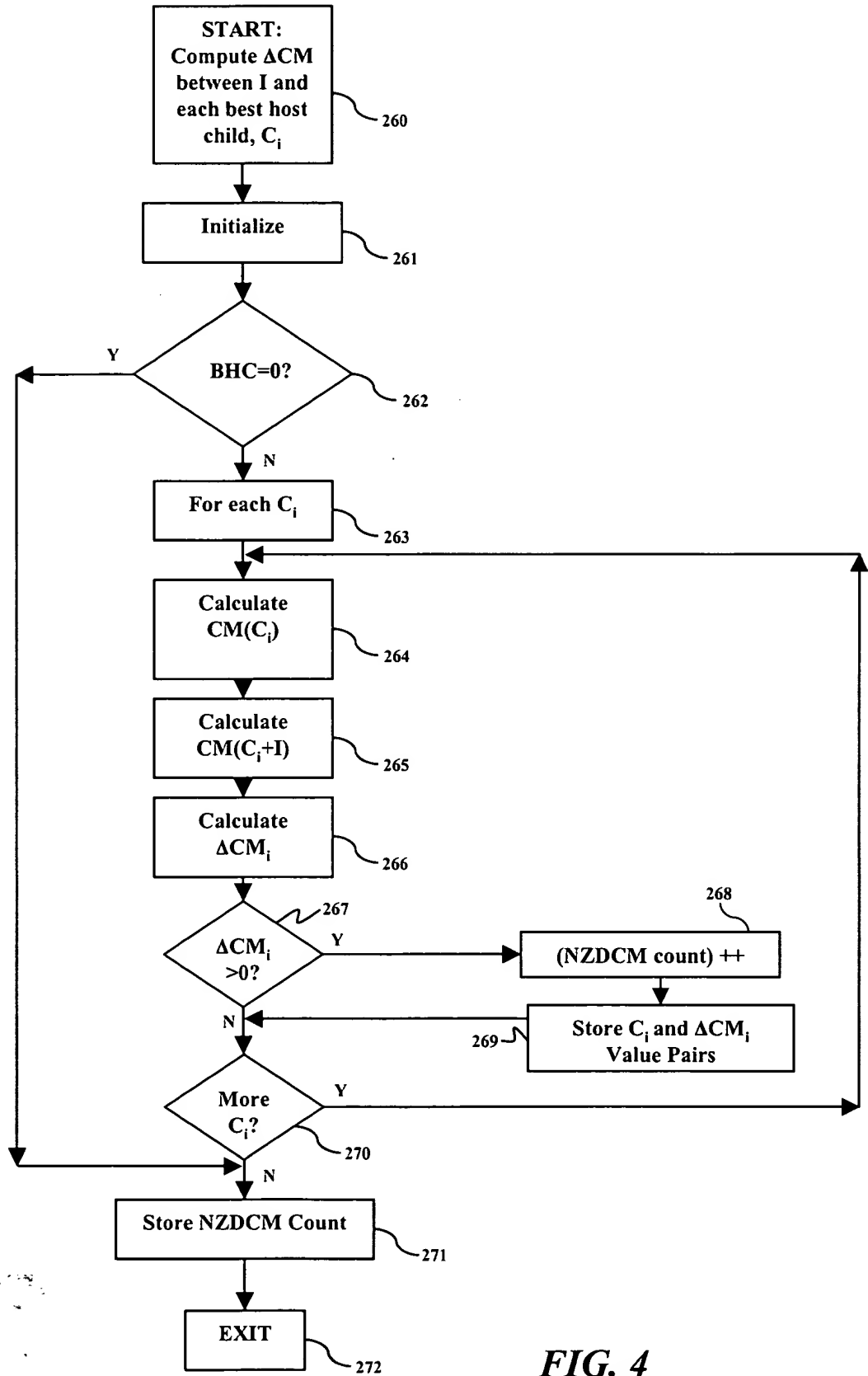
**FIG. 1**



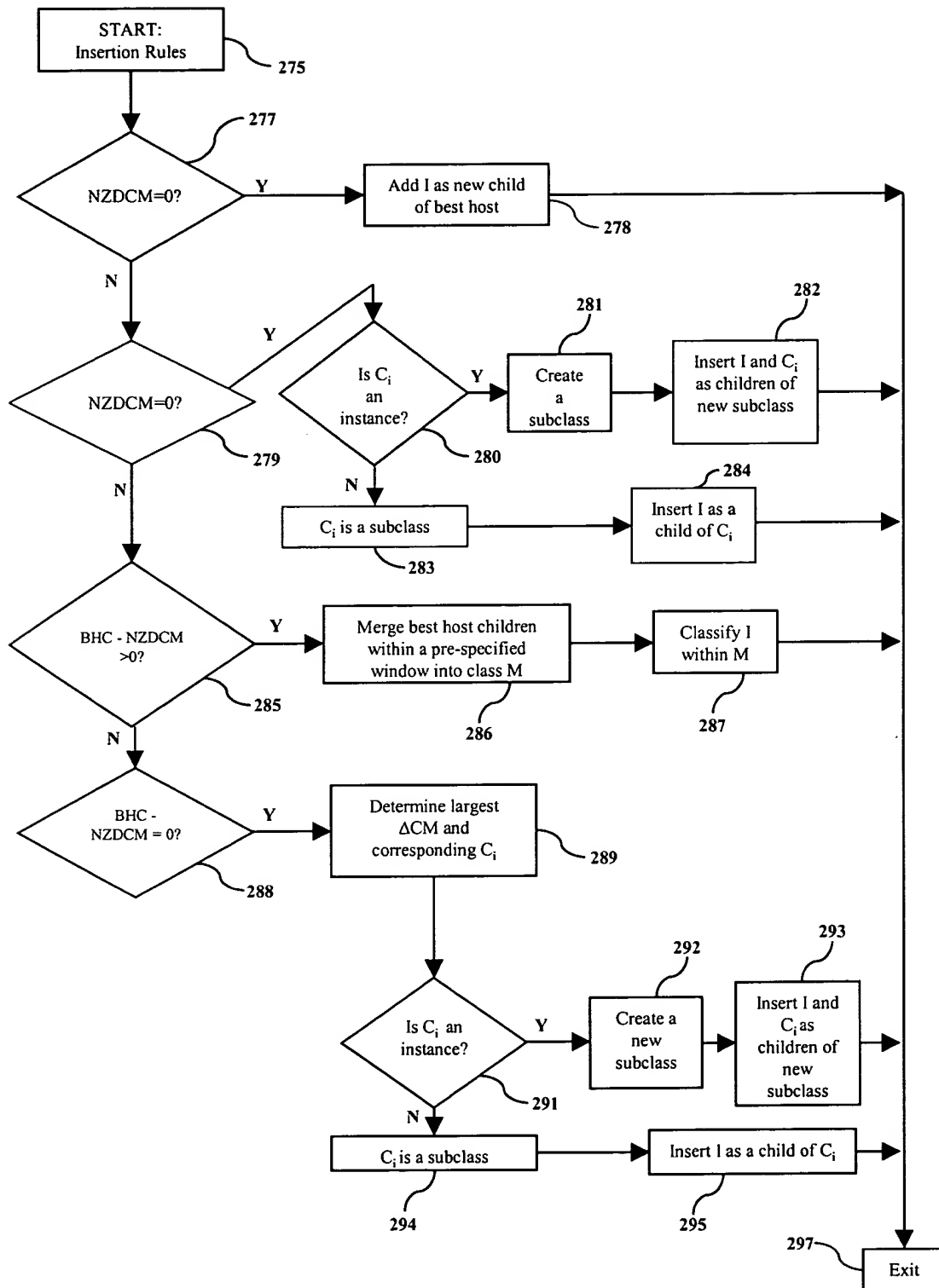
**FIG. 2**



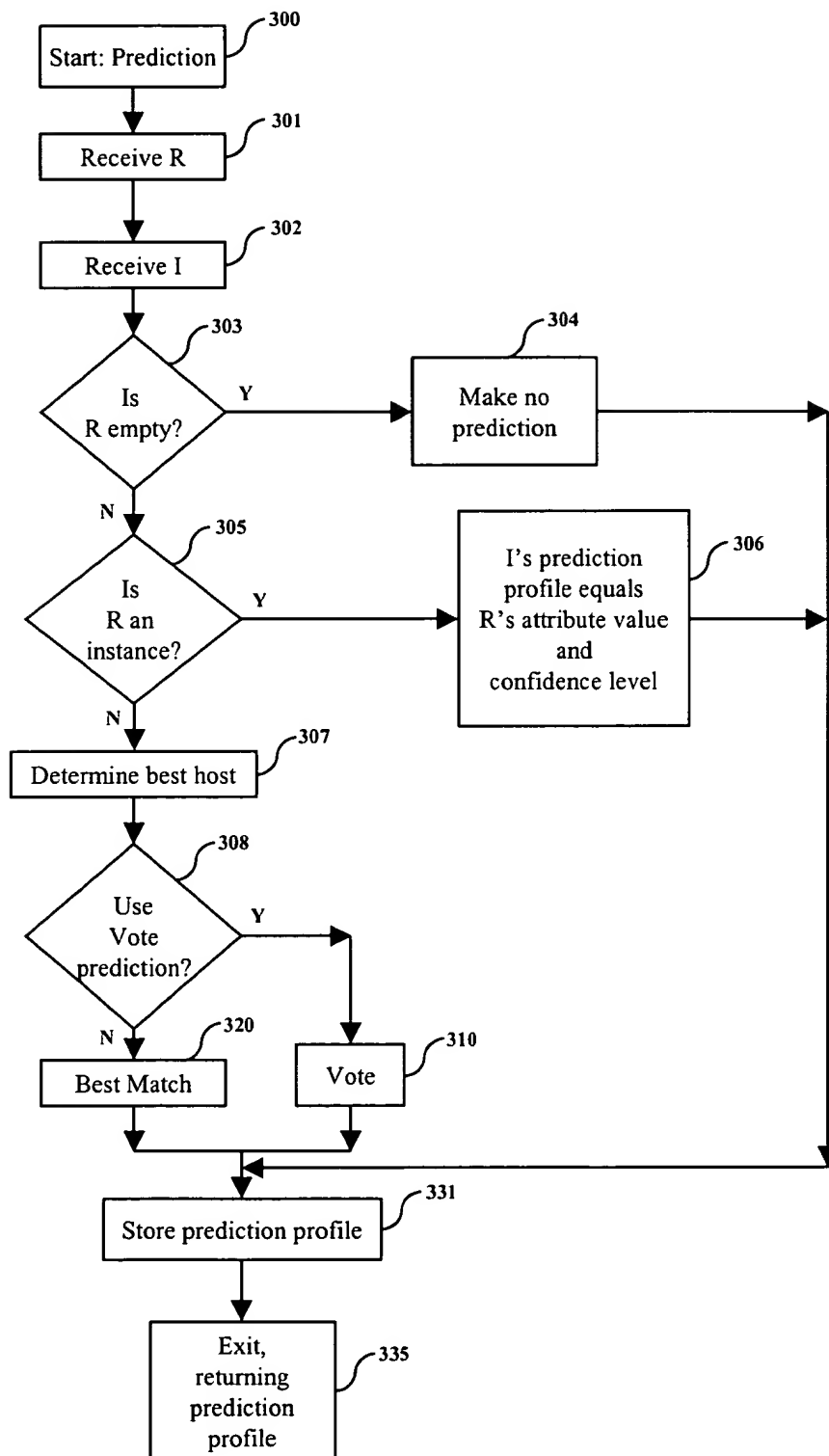
**FIG. 3**



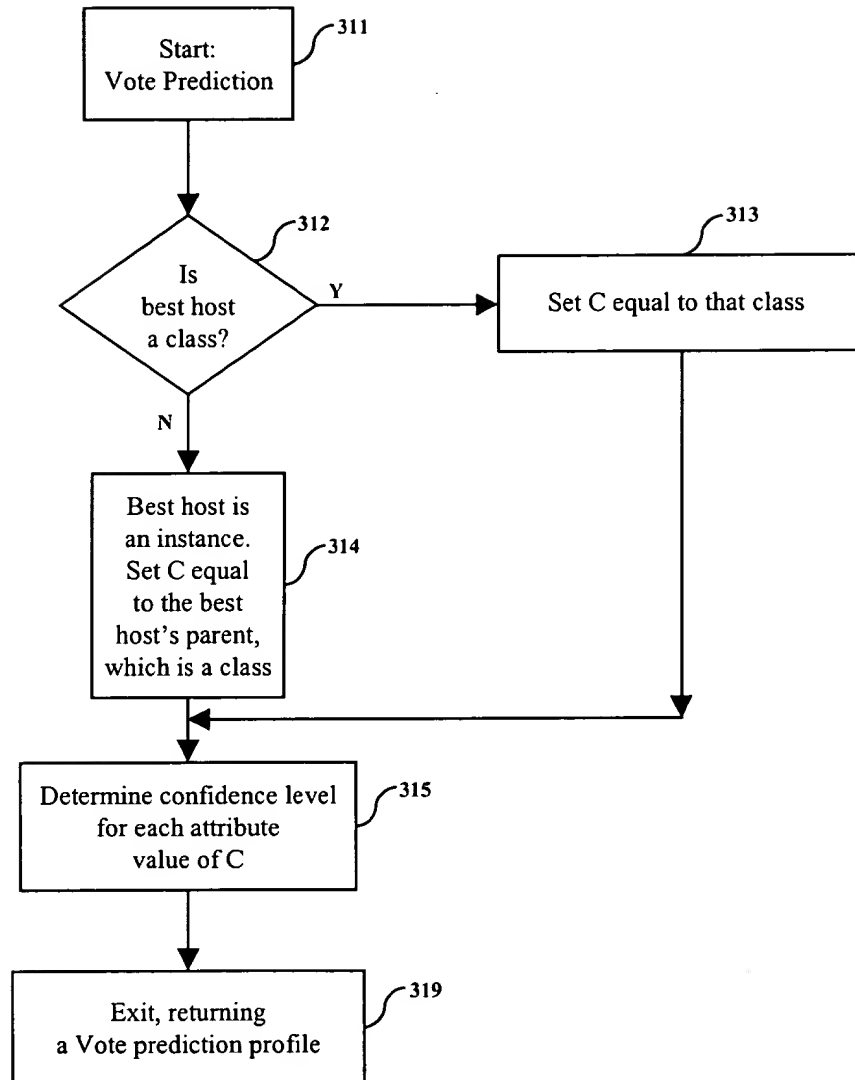
**FIG. 4**



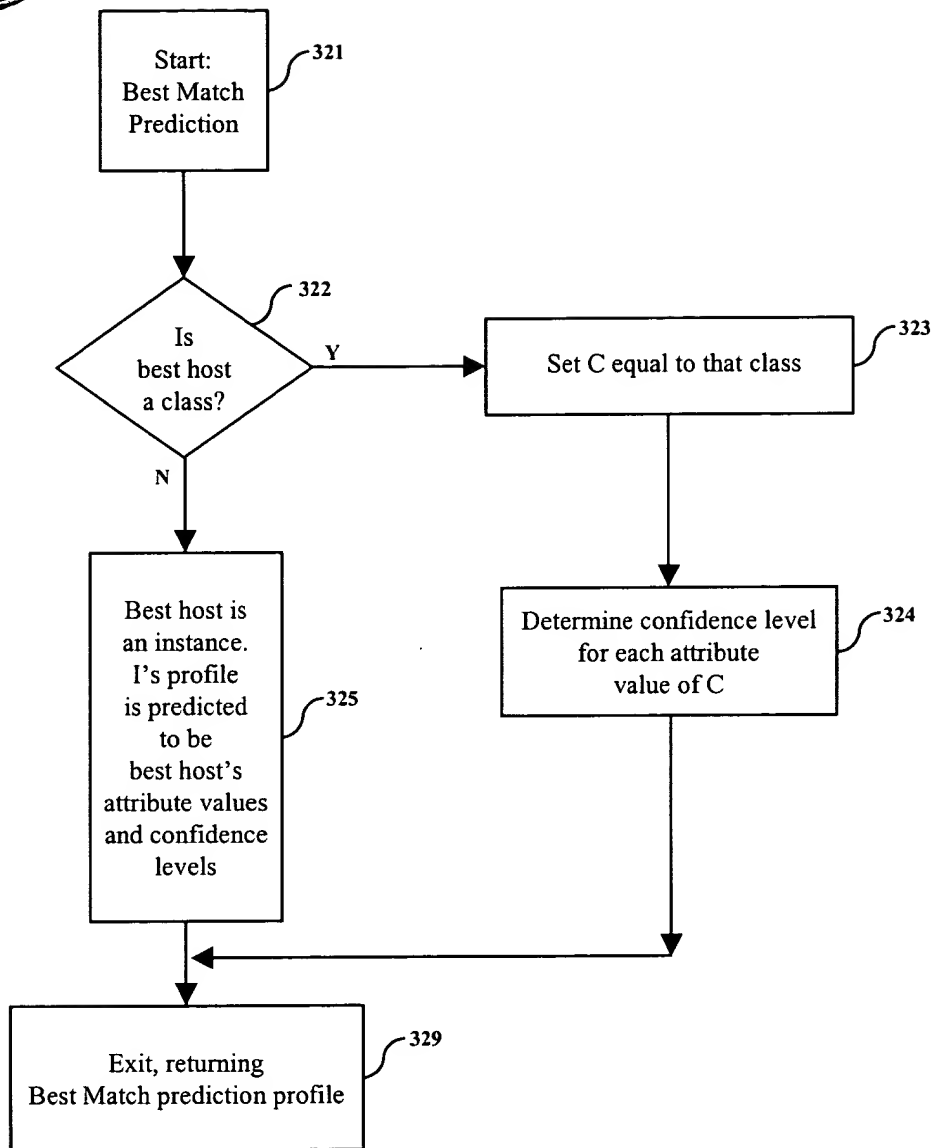
**FIG. 5**



**FIG. 6**

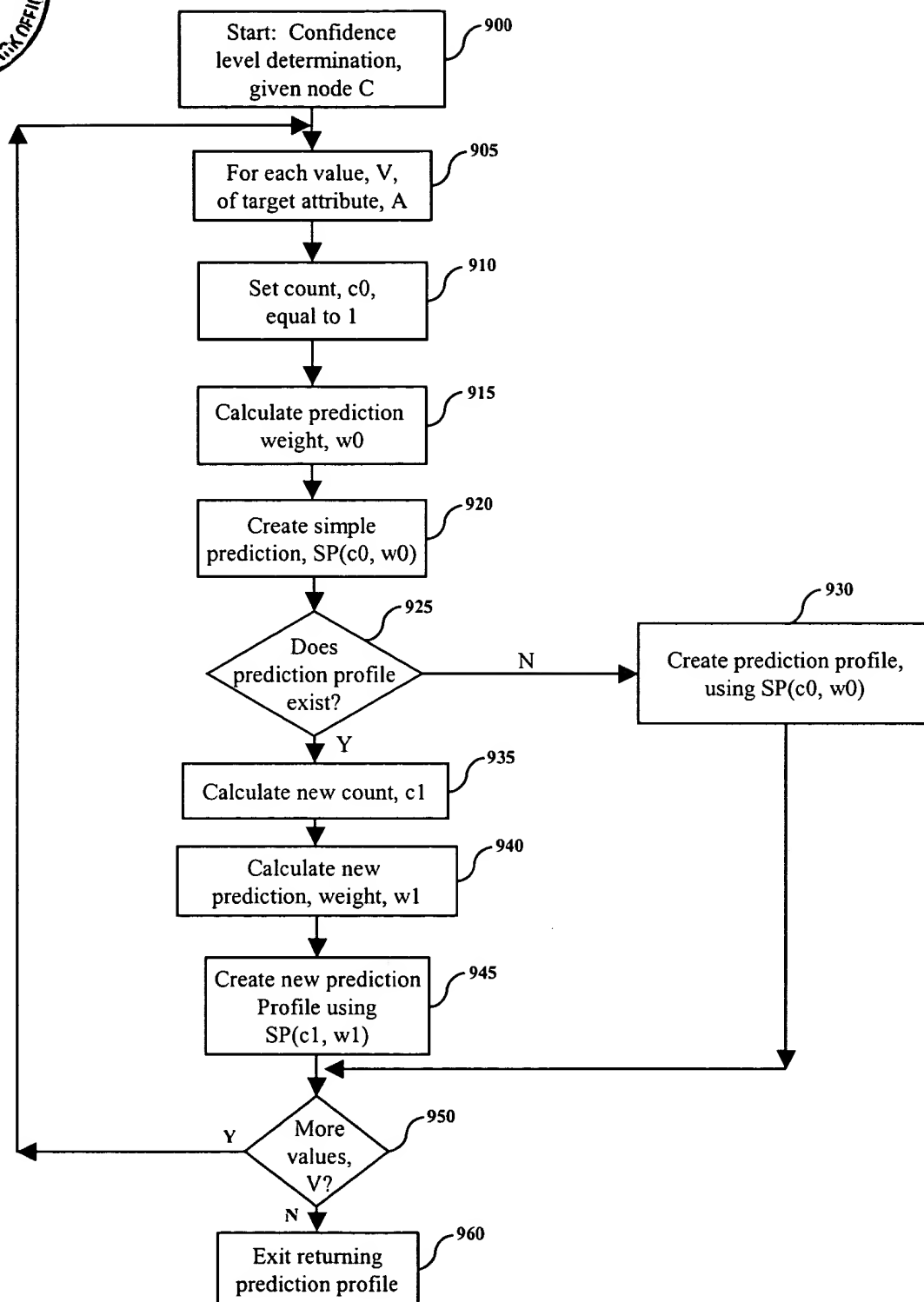


**FIG. 7**

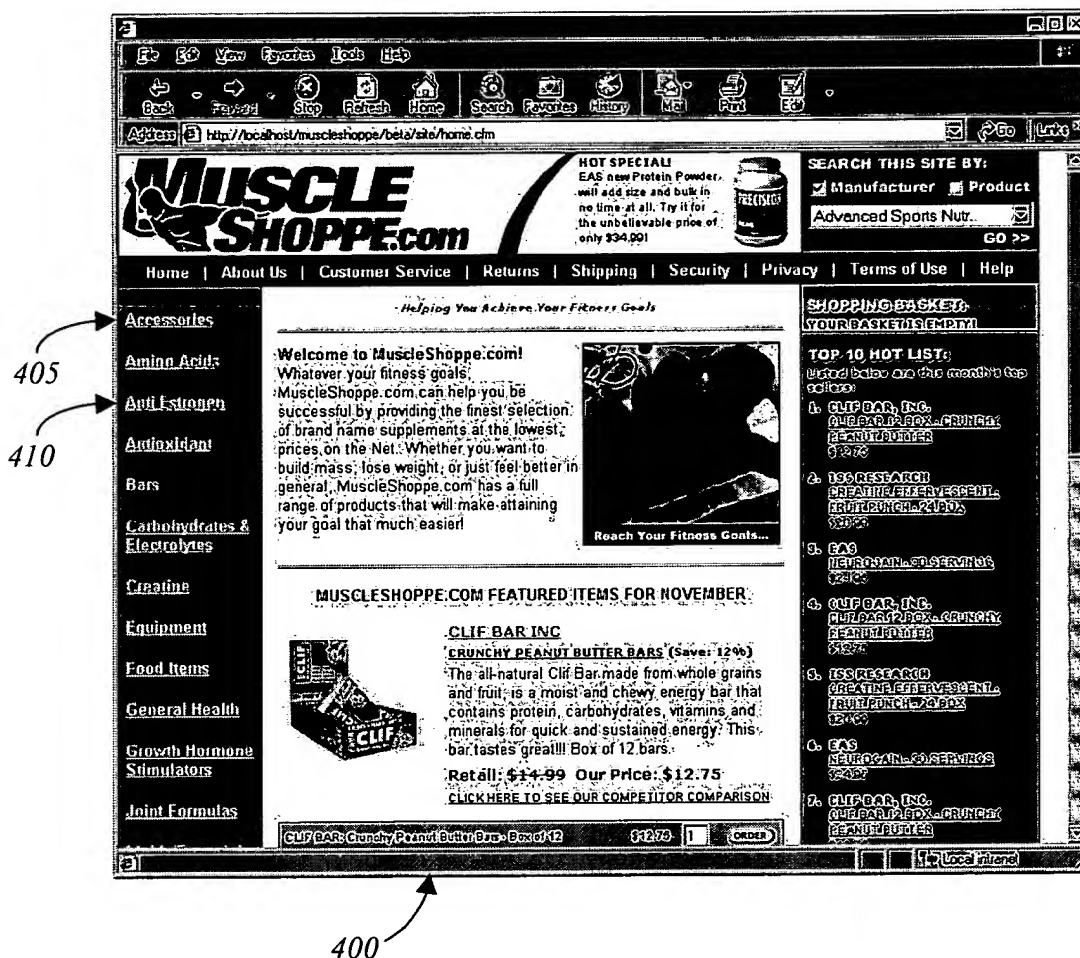


**FIG. 8**





**FIG. 9**



**FIG. 10**



Applet

Data set

**Incremental Clustering Classifier Demonstration**

What if?

Describe something new

class	<input type="text"/>
referer_type	<input type="text"/>
page_1	<input type="text"/>
page_2	<input type="text"/>
page_3	<input type="text"/>
is_registered	<input type="text"/>
registered_this_visit	<input type="text"/>
est_duration	<input type="text"/>
month	<input type="text"/>
have_coupon	<input type="text"/>
num_recent_visits	<input type="text"/>
max_purchase	<input type="text"/>

Predict for something new

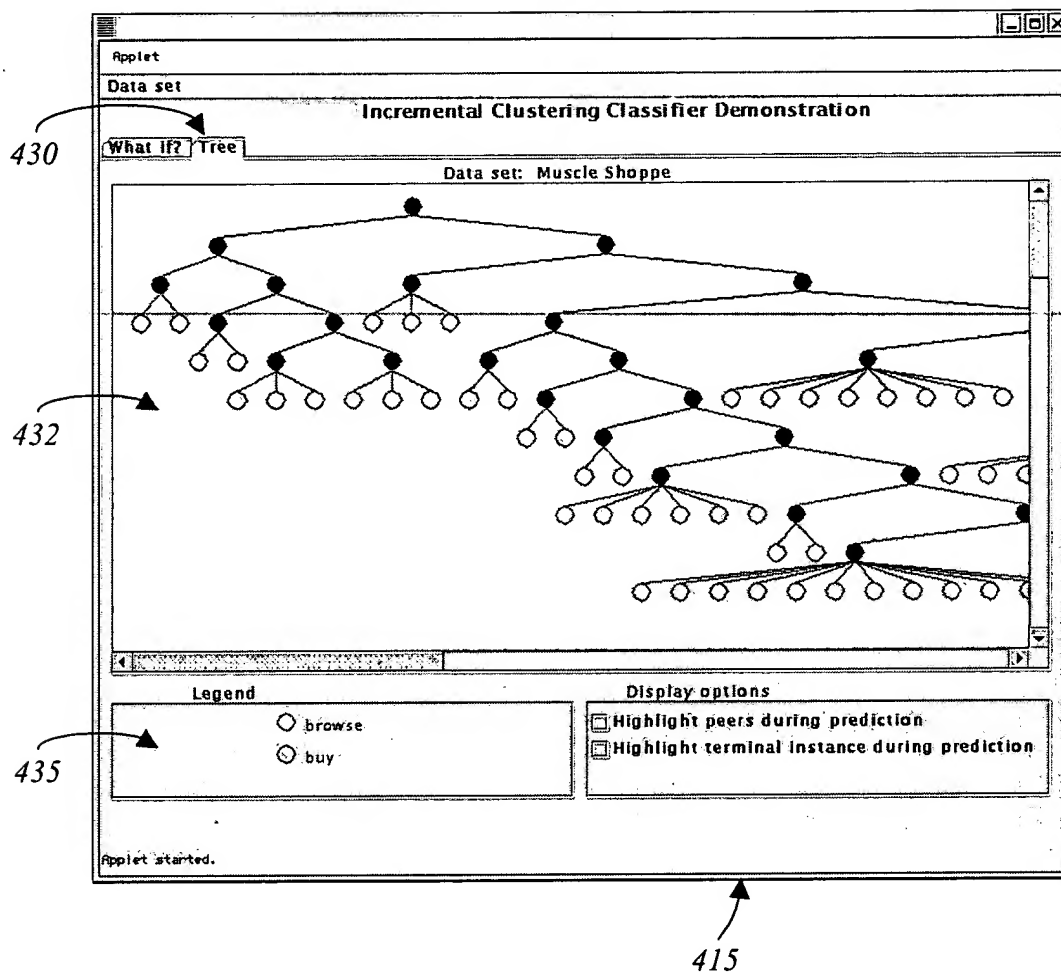
Applet started.

420

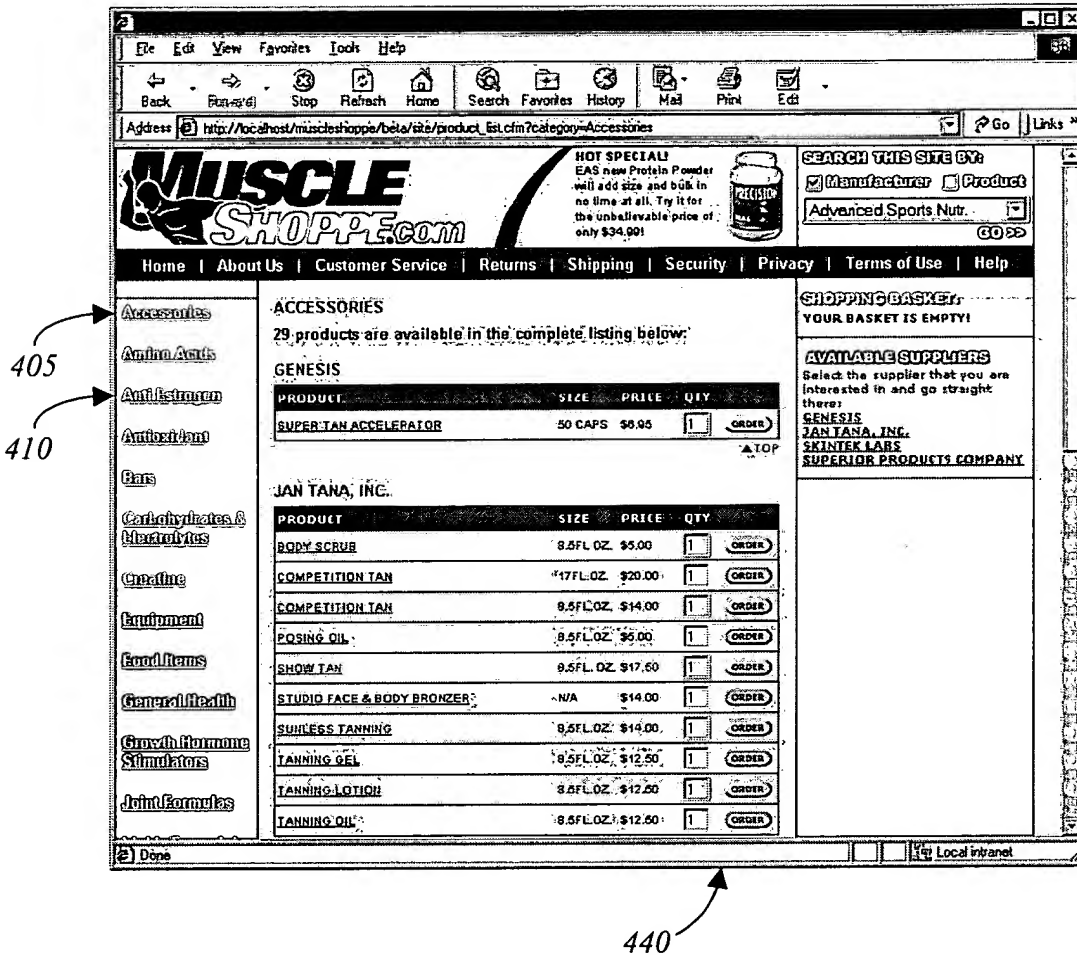
425

450

**FIG. 11**



**FIG. 12**



**FIG. 13**



Applet

Data set

**Incremental Clustering Classifier Demonstration**

What if?

Describe something new

class	<input type="text"/>
referer_type	<input type="text" value="?"/>
page_1	<input type="text" value="product"/>
page_2	<input type="text" value="product"/>
page_3	<input type="text" value="?"/>
is_registered	<input type="text" value="yes"/>
registered_this_visit	<input type="text" value="no"/>
est_duration	<input type="text" value="brief"/>
month	<input type="text" value="dec"/>
have_coupon	<input type="text" value="no"/>
num_recent_visits	<input type="text" value="some"/>
max_purchase	<input type="text" value="low"/>

Predict for something new

browse	MEDIUM (49.0%)
buy	MEDIUM (48.0%)

Applet started.

420

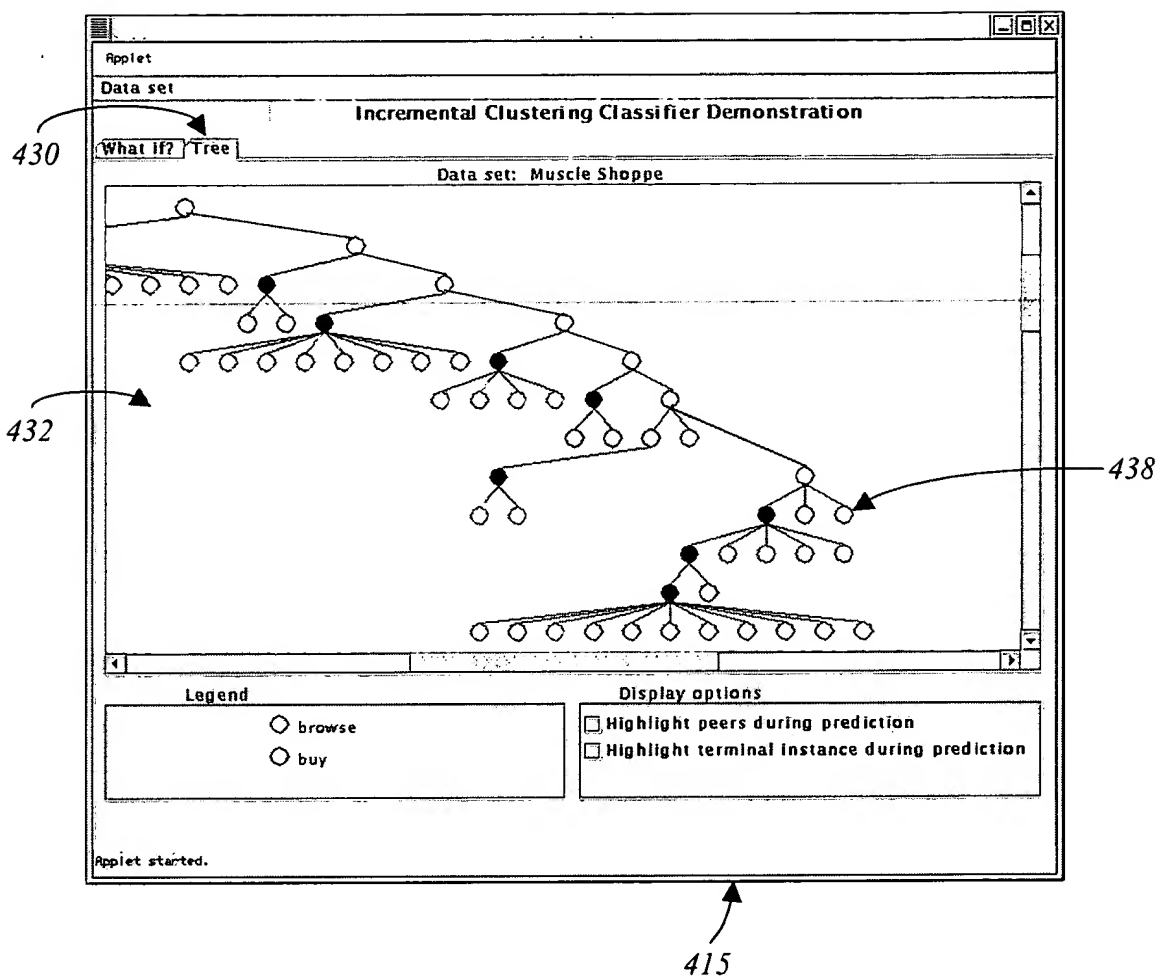
425

450

428

415

**FIG. 14**



**FIG. 15**



Applet

Data set

Incremental Clustering Classifier Demonstration

What if?

Describe something new

class	<input type="text"/>
referer_type	<input type="text" value="?"/>
page_1	<input type="text" value="product"/>
page_2	<input type="text" value="product"/>
page_3	<input type="text" value="?"/>
is_registered	<input type="text" value="yes"/>
registered_this_visit	<input type="text" value="no"/>
est_duration	<input type="text" value="brief"/>
month	<input type="text" value="dec"/>
have_coupon	<input type="text" value="yes"/>
num_recent_visits	<input type="text" value="some"/>
max_purchase	<input type="text" value="low"/>

Predict for something new

buy	MEDIUM (49.0%)
browse	MEDIUM (47.0%)

Applet started.

420

425

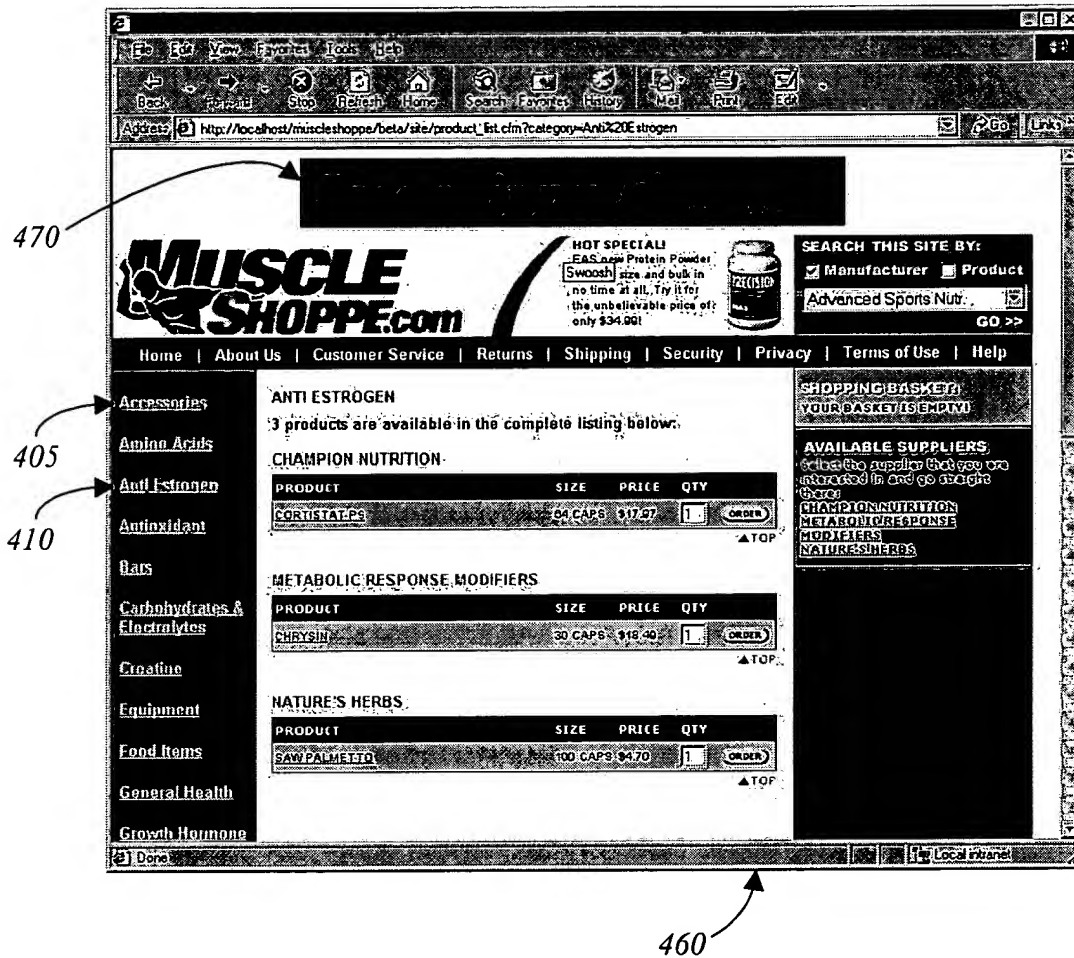
450

428

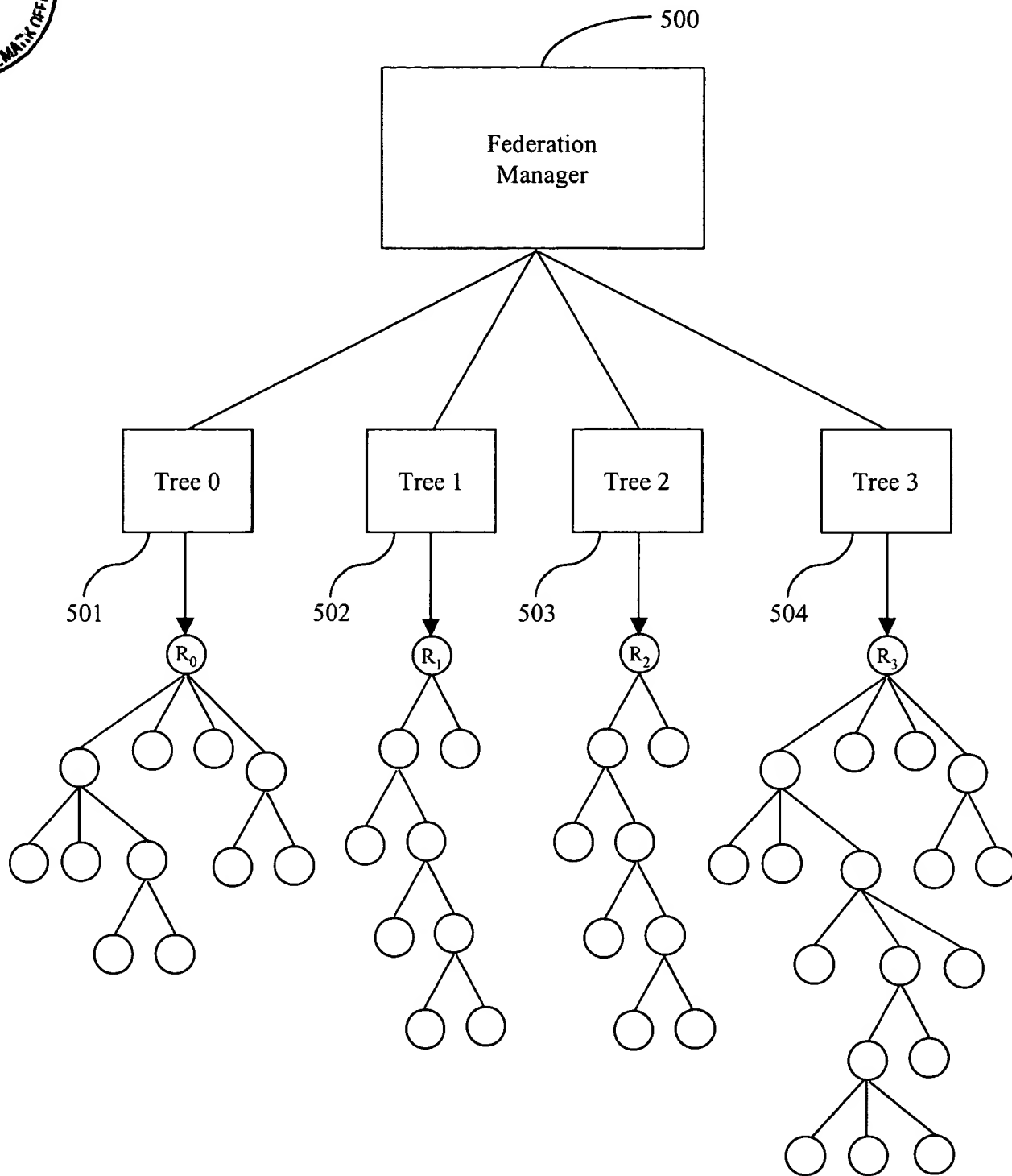
415

**FIG. 16**





**FIG. 17**



**FIG. 18**